



NEWS RELEASE

Date: May 26, 2006
District: District 2 - Redding
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FOR IMMEDIATE RELEASE

CALTRANS AND PARTNERS LAUNCH REST STOP CAMPAIGN AGAINST DRUNK DRIVERS

REDDING – The California Department of Transportation (Caltrans) in a collaborative effort with the California Highway Patrol, Office of Traffic Safety and California Department of Alcohol and Drug Programs has installed permanent signs at all Safety Roadside Rest Areas (SRRA) throughout the state advising motorists to call 911 to report Drunk Drivers.

Caltrans District 2, with the help of the California Highway Patrol and Mothers Against Drunk Drivers will be at the Collier SRRA on Interstate 5 in Siskiyou County near the Oregon boarder on Friday May 26, 2006 to promote “zero tolerance on driving under the influence.”

Officials from Caltrans, CHP and MADD will be on hand to answer questions and give out education information regarding the dangers of mixing alcohol and driving.

Safety Roadside Rest Areas statewide will be enlisted into the battle against alcohol-impaired driving in California, just in time for the start of the busy summer driving season. More than 100 million motorists visit the roadside rest stops in California each year.

At simultaneous news conferences and public education events held at various locations around the state, departments within the state Business, Transportation and Housing Agency--Caltrans, the California Highway Patrol (CHP), the Office of Traffic Safety (OTS), the Department of Motor Vehicles (DMV) and the Department of Alcoholic Beverage Control announced that signs are being posted at all rest stops urging the public to report suspected drunk drivers by calling 911.

“Increasing road safety for motorists and workers is very important to Caltrans and its partners,” said Caltrans Director Will Kempton. “We partnered with these public safety operations in fiscal year 2004-05 to reduce holiday season deaths from traffic collisions by 26 percent. We’re looking for that level of success with this program again this year.”

Supporting the effort, posters and brochures designed by middle- and high-school students will be on display at rest stops, providing a unique viewpoint that teens have regarding impaired driving. They will also be displayed at DMV offices across California as well as at schools, fairs and other community events. The winning designs come from a contest sponsored by the California Friday Night Live Partnership. California Department of Alcohol and Drug Programs (ADP) contributed resources to print the

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posters and brochures. PennySaver publications are also joining in the fight by running the messages in available space at no charge in their publications.

"These signs and posters are one way of enlisting all Californians to combat the danger of drinking and driving, by giving them an easy way to report offenders and to make our highways safer," said Caltrans Director Will Kempton.

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